

# Census Barriers, Attitudes, and Motivators Study: A Look Ahead

## **Presenter:**

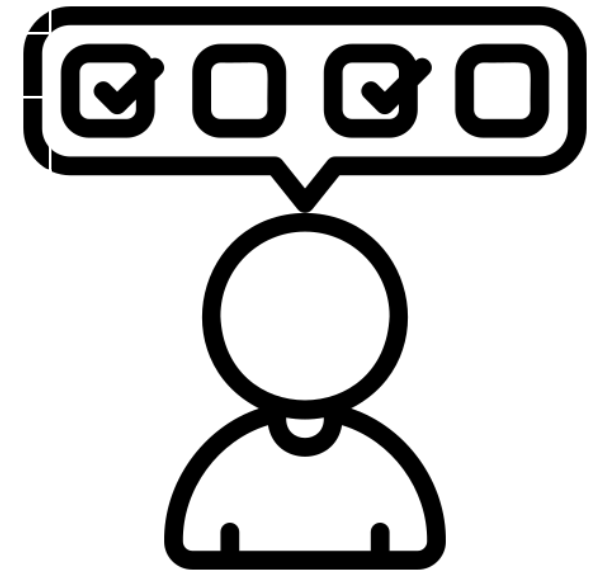
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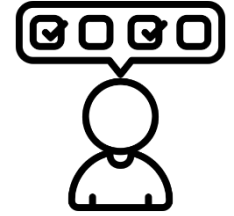
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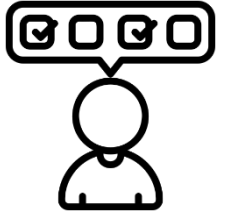




# Outline

- Census Barriers, Attitudes, and Motivators Study (CBAMS)
  - A Brief History
  - Post 2020 Considerations
  - 2030 Goals and Objectives
  - 2022 CBAMS Pilot
  - 2023 Data Collection
  - 2023 Planned Survey Content
  - Questions for the Committee

# 2020 Census IPC Research Program



## 2020 Census Barriers, Attitudes, and Motivators Study (2020 CBAMS)

- Conducted to understand knowledge of and attitudes toward the census as well as barriers and motivators to self-response through a large-scale survey and focus groups
- Used to build attitudinal groupings of the population known as mindsets

## Predictive Modeling

- Predicted likelihood to respond to the 2020 Census, timing of response, and by what mode (e.g., internet, mail)

## Audience Segmentation

- Segmented the country into distinct demographic groupings relating to self-response and profiled with mindsets

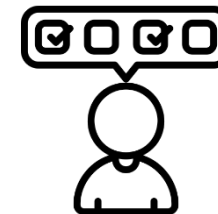
## Creative Development and Testing

- Expert creative teams
- Robust pre-testing
- Iterative refinements based on research

## Campaign Optimization

- Continuous situational monitoring and implementation of rapid response tactics
- Real-time response rate comparisons against predictive models
- Ongoing optimization of content and placement

# 2020 CBAMS Methodology



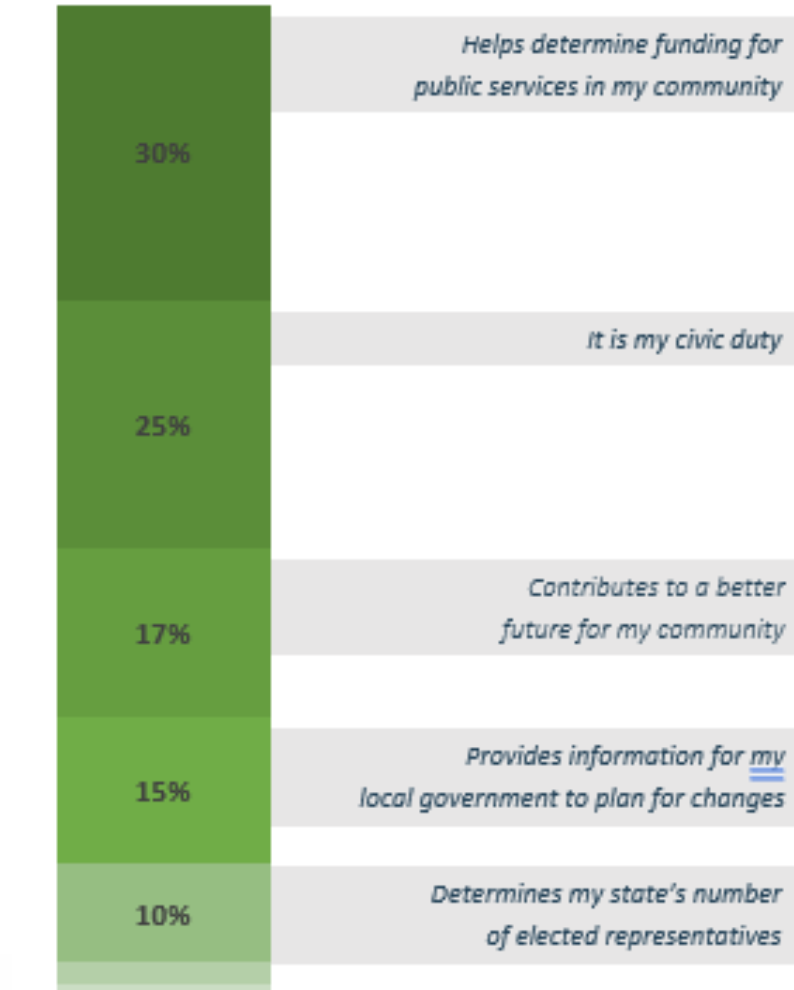
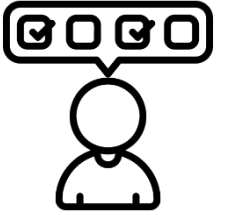
## 2020 CBAMS Survey

- Fielded between Feb. 20 and April 17, 2018
- Adult households nationally in English and Spanish
- Oversampling of non-white and low-internet populations
- The final sample of ~17,000 responses with a weighted response rate of 39.4% (compared to 37.9% in CBAMS for 2010)

## 2020 CBAMS Focus Groups

- 42 focus groups with 11 audiences
- Identify primary thematic response barriers and motivators by creating individually coded focus group transcripts
- Conducted a comparative analysis across all audiences
- Focus groups were not part of CBAMS for 2010

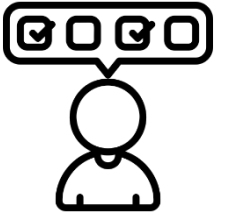
# 2020 CBAMS Insights



Although people identified “helps determine funding for public services in my community” as the most important reason to fill out the census...

...only 45% of people knew that the census is used to determine community funding.

# 2020 CBAMS Insights



## Knowledge Gaps

- There is a general lack of knowledge about the census' scope, purpose, and constitutional foundation



## Barriers

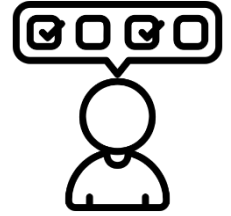
- Apathy and lack of efficacy
- Privacy concerns
- Fear of repercussions
- Distrust of government



## Motivators

- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

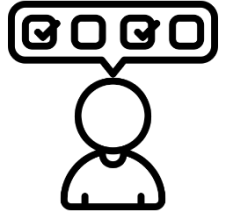
- ✓ Connecting census participation to support for *local* communities addresses apathy and lack of efficacy
- ✓ Informing the public on the census' scope, purpose, and process addresses privacy and confidentiality concerns and fear of repercussions
- ✓ Engaging trusted voices addresses trust-based concerns, especially among the most skeptical and disaffected



# Post 2020 CBAMS Considerations

- Is every ten years enough?
- Can the Bureau benefit from CBAMS on an enterprise level?
- How can CBAMS help with other projects like addressing
  - the Undercount of Young Children?
  - our increasing focus on Historically Undercounted Populations (HUPs)?
  - addressing barriers to public trust?

# 2030 Goals and Objectives



## GOALS

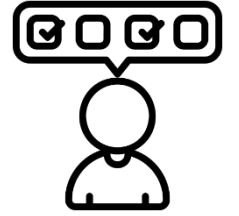
1. Improve upon the successful 2020 Census Integrated Partnership and Communications Campaign research to inform early planning for the 2030 Census.
2. Glean insights that can benefit enterprise-wide communications, data collection and data dissemination efforts, beyond the decennial operation.

## CBAMS OBJECTIVES

1. Measure census barriers, attitudes, and motivators early and often.
2. Increase focus on HUPs.
3. Explore awareness of and trust in the Census Bureau over time.



# 2023 Data Collection



- Planning data collection in odd years leading up 2030, beginning in 2023 using the Census Household Panel
- Steps and timing:

Questionnaire  
design

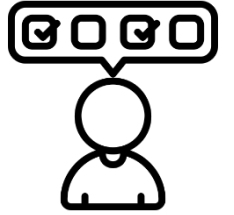
Pretesting  
(April through July  
2023)

Finalize  
questionnaire and  
methodology  
(August through  
September 2023)

Data collection  
(October 2023  
through January  
2024)

Publish final report  
and begin  
dissemination and  
discussion of results  
with stakeholders  
(late Spring through  
Summer 2024)

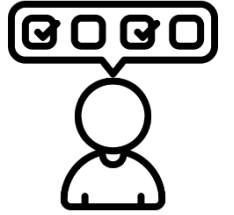
# 2023 CBAMS: Questionnaire Design



## Process

- The 2018 CBAMS survey was used as the baseline to design a new questionnaire.
- New topics: misinformation, perception about census benefits in intercensal years, questions regarding presence of young children in the household, media consumption preferences and habits.
- We piloted the new questionnaire using the Census Household Panel. This panel provided a good opportunity to test the new questions we wanted to add to CBAMS before pre-testing.

# 2022 CBAMS Pilot

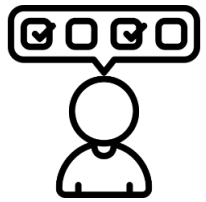


Findings from the pilot are currently helping to update the questionnaire and to prepare for pre-testing.

## **Overview of the panel:**

- The panel was a pilot conducted to build a nationally-representative, address-based, probability-based internet panel (includes non-internet households).
- The panel included a baseline questionnaire and CBAMS was a topical survey.
- We used this pilot to test new questions and included three survey experiments to test response options.
- CBAMS pilot data was collected from May to September 2022.
- Data collection in English and Spanish.
- Average length of interview: 15 minutes.
- Target population: U.S. Adults, 18 years of age and older, living in residential dwelling units.

# 2023 Planned Survey Content



- Awareness of the Census Bureau, decennial census, and other programs and surveys
- Trust in the Census Bureau and the decennial census
- Intent to participate if census held today and in other Census Bureau data collections
- Retrospective participation in the 2020 Census
- Importance of the decennial census
- Motivators and barriers to participation
- Knowledge about the purpose of and uses for the decennial census
- Perceived benefits and/or harms to participating
- Questions regarding presence of young children in the household
- Media consumption preferences and habits
- Misinformation

# Thank you!

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